

**BARABOO BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING AGENDA**



Date and Time: **Wednesday, April 24, 2019 5:45 P.M.**
Location: **City Hall, 101 South Blvd., Baraboo, WI West Committee Room #205**
BID Members Noticed: S. Fay, N. Marklein Bacher, B. Stelling, T. Wickus, L. Steffes, H. Kierzek, S. Byberg, Tiffany Sloan, Samantha Ramsey Brunker
Others Noticed E. Geick
Media: News Republic, WRPQ, Library, City Hall

OPENING

1. Call to Order.
2. Roll Call.
3. Announce compliance with Open Meeting Law.
4. Approval of the minutes of the March 20, 2019 meeting.
5. Adoption of Agenda.

REPORTS OF OFFICERS and COMMITTEES

1. President
2. Secretary
3. Treasurer
4. Appearance Committee
5. Business Development Committee
6. Finance Committee
7. Parking Committee
8. Promotions Committee

OLD BUSINESS

- Ad-Hoc Parking Committee Update

NEW BUSINESS

- Welcome New Board Members!
- New Committees
- Ad-Hoc Branding Discussion
- Approval of Vouchers

NEXT AGENDA ITEMS AND MEMBER COMMENTS

CORRESPONDENCE & ANNOUNCEMENTS

NEXT MEETING – May 15, 2019 at 5:45 PM

ADJOURNMENT

Sarah Fay, Chairperson

Board Members are asked to notify the President or Vice President at least 24 hours before the meeting if they will not be able to attend.

Agenda prepared by S. Fay
Agenda posted by D. Munz on 04/17/2019

PLEASE TAKE NOTICE that any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format, should contact City Clerk Brenda Zeman, phone # 355-2700, ext. 7311, during regular business hours at least 48 hours before the meeting so that reasonable arrangements can be made to accommodate each request.

It is possible that members of, and possibly a quorum of members of, other governmental bodies of the City of Baraboo who are not members of the above Council, committee, commission, or board may be in attendance at the above stated meeting to gather information. However, no formal action will be taken by any governmental body at the above stated meeting, other than the Council, committee, commission or board identified in the caption of this notice.

FOR INFORMATION ONLY, AND NOT A NOTICE TO PUBLISH

**MINUTES of the BARABOO BUSINESS IMPROVEMENT DISTRICT (BID)
BOARD OF DIRECTOR'S MEETING**

March 20, 2019

Members Present: S. Fay, B. Stelling, T. Wickus, L. Steffes, H. Kierzek, S. Byberg

Members Absent: D. Ender, N. Marklein Bacher

Also Attending: Ed Geick

Call to Order: Sarah Fay presided over the meeting, called it to order at 5:48 PM and noted compliance with the Open Meeting Law.

Meeting Minutes:

Moved by Steffes, seconded by Stelling and unanimously carried to approve the minutes of February 20, 2019.

Agenda: Moved by Wickus, seconded by Byberg and unanimously carried to approve the agenda as published.

Reports of Officers and Committies

Ed Geick introduced Heather Kierzek to the Board

- Appearance Committee – Planters are cleaned up.
- Parking Committee – Preparing RFP for weed removal; Parking lots need more maintenance
- Promotions Committee – Full page promotion in Devil's Lake guide and in map; Doing redesign for banner by Johnsen.

Old Business:

Joint Parking Committee by Sarah Fay – Meeting last week; Reviewed county employee letters and discussed options; Sending out survey on tenant and employee parking; Ed discussed some of the other parking issues.

New Business:

| | | | |
|---------------|---------------------|----|---------------|
| 1. Vouchers | Skillet Creek Media | \$ | 125.00 |
| | Next Level Creative | | 522.50 |
| TOTAL: | | | 647.50 |

Moved by Wickus, seconded by Byberg, and unanimously carried to approve the vouchers.

2. Budget – Take funds from parking lot account to cover accounting transfers.
Moved by Stelling, seconded by Wickus and unanimously carried to approve Ed Geick's memo and fund transfers as noted above.

Correspondence & Announcements:

Dana Ender would like to leave Board.

Shelly Mordini has expressed an interest in serving on Board.

Next Meeting: Wednesday, April 24, 2019 at 5:45pm, Committee Room #205.

Adjournment: Moved by Steffes, seconded by Byberg to adjourn at approximately 6:32 p.m.

Respectfully submitted, Ed Geick

Capital Newspapers

1901 Fish Hatchery Road • Madison, WI 53713-1248
Phone (608) 252-6200

ADVERTISING INVOICE

| | | | |
|------------------------|-------------------|------------------------------------|--------------|
| BILLING PERIOD | | ADVERTISER/CLIENT NAME | |
| 03/04/19 - 03/31/19 | | BARABOO BUSINESS IMPROVEMENT DIST. | |
| TOTAL AMOUNT DUE | *UNAPPLIED AMOUNT | TERMS OF PAYMENT | |
| 1,385.00 | | 25th of the Month | |
| CURRENT NET AMOUNT DUE | 30 DAYS | 60 DAYS | OVER 90 DAYS |
| 1,385.00 | | | |

| | | | |
|----------------|--------------|--|--|
| PAGE # | BILLING DATE | BILLED ACCOUNT NAME AND ADDRESS | REMITTANCE ADDRESS |
| 1 | 04/01/19 | BARABOO BUSINESS IMPROVEMENT DIST. 101 SOUTH BLVD. BARABOO, WI 53913 | CAPITAL NEWSPAPERS P.O. Box 725 Racine, WI 53401 |
| ACCOUNT NUMBER | | | |
| 2580483 | | | |

▲ REMIT TO ▲

Credit Card #: _____ Check #: _____
Expiry Date: _____
Security Code: _____

AMOUNT PAID _____

| | | | | | | | | | |
|---|---------------------|--|--------------------------|-------------------|--------------|------------|--|--|--|
| PLEASE DETACH AND RETURN UPPER PORTION WITH YOUR REMITTANCE | | | | | | | | | |
| DATE | NEWSPAPER REFERENCE | DESCRIPTION - OTHER COMMENTS/CHARGES | SAU SIZE BILLED UNITS | TIMES RUN RATE | GROSS AMOUNT | NET AMOUNT | | | |
| 03/28/19 | 3726047 | BARABOO NEWSLETTER SPBF 03/28 CRSP 03/28 | 4x6.00 CI | | 335.00 | | | | |
| 03/27/19 | 3716710 | DEVILS LAKE DIRECTORY 2019 SPDL 03/22 ONWB 03/27 | 4x9.44 CI | | 1,050.00 | | | | |

STATEMENT OF ACCOUNT AGING OF PAST DUE ACCOUNTS

| | | | | | |
|------------------------|---------|---------|--------------|-------------------|------------------|
| CURRENT NET AMOUNT DUE | 30 DAYS | 60 DAYS | OVER 90 DAYS | *UNAPPLIED AMOUNT | TOTAL AMOUNT DUE |
| 1,385.00 | | | | | 1,385.00 |

Capital Newspapers
1901 Fish Hatchery Road • Madison, WI 53713-1248

Representing:
Wisconsin State Journal
The Capital Times
Baraboo News Republic
Portage Daily Register

Daily Citizen
The Sauk Prairie Eagle
Wisconsin Dells Events
Juneau County Star-Times
Reedsburg Times-press

Shopper Stopper
Wisconsin Reminder
Shopper Stopper Extra
Wisconsin Reminder Extra
madison.com

Columbus Journal
Tri County
Monday Mini
Monday Marketeer

Shopping Reminder
Shopper's View

| | | | | |
|----------------|--|----------------|-----------------------|------------------------------------|
| BILLING PERIOD | | ACCOUNT NUMBER | ADVERTISER/CLIENT NO. | ADVERTISER/CLIENT NAME |
| 04/01/19 | | 2580483 | 2580483 | BARABOO BUSINESS IMPROVEMENT DIST. |

City of Baraboo
BID Fund 390
Balance Sheets
March 31, 2019 and December 31, 2018

| Assets: | March 31, 2019 | December 31, 2018 |
|--|-----------------------|--------------------------|
| Current Assets: | | |
| Cash | \$ 90,417.22 | \$ 67,994.47 |
| BID Assessment Receivable | 14,149.05 | - |
| Accounts Receivable | - | 750.00 |
| Due from Tax Roll | 8,863.62 | 8,863.62 |
| Total Current Assets | 113,429.89 | 77,608.09 |
| Total Assets | \$ 113,429.89 | \$ 77,608.09 |
| Liabilities and Fund Equity: | | |
| Liabilities: | | |
| Accounts Payable | \$ - | \$ 10,561.44 |
| Due to General Fund | - | 896.26 |
| Total Liabilities | - | 11,457.70 |
| Fund Equity: | | |
| Fund Balance | 66,150.39 | 89,592.22 |
| Designated-Project contrib | - | - |
| Net Revenues/(Expenditures) | 47,279.50 | (23,441.83) |
| Total Fund Equity | 113,429.89 | 66,150.39 |
| Total Liabilities and Fund Equity | \$ 113,429.89 | \$ 77,608.09 |

City of Baraboo
BID Fund 390
Income Statement with Comparison to Budget
For The Three Months Ending March 31, 2019

| Revenues: | Current Month | Year to Date | Budget | Percentage of Budget |
|---|----------------------|---------------------|---------------------|-----------------------------|
| BID Assessment | \$ - | \$ 47,900.00 | \$ 46,900.00 | 102.13 |
| Contrib Baraboo Public Arts | - | - | - | - |
| Donations and Contributions | - | 76.00 | 1,000.00 | 7.60 |
| Transfer from General Fund | - | - | - | - |
| Fund Balance Applied | - | - | 5,000.00 | - |
| Total Revenues | \$ - | \$ 47,976.00 | \$ 52,900.00 | 90.69 |
| Expenditures: | | | | |
| Economic Development | | | | |
| Facilities Improvements | \$ - | \$ - | \$ - | - |
| Facility Improvements | - | - | - | - |
| Total Economic Development | \$ - | \$ - | \$ - | - |
| Transfer to Debt Service | | | | |
| Cost Reallocation | \$ - | \$ - | \$ - | - |
| Total Transfer to Debt Service | \$ - | \$ - | \$ - | - |
| Transfer to Capital Projects | | | | |
| Cost Reallocation | \$ - | \$ - | \$ - | - |
| Total Transfer to Capital Projects | \$ - | \$ - | \$ - | - |
| Community Development | | | | |
| Publishing | \$ - | \$ - | \$ - | - |
| Professional Services | - | - | 2,000.00 | - |
| Accounting Services | - | - | 800.00 | - |
| Parking Lot Development | - | - | 1,500.00 | - |
| Appearances/Banners | - | - | 17,000.00 | - |
| Promotions | 647.50 | 696.50 | 25,500.00 | 2.73 |
| Business Development | - | - | 5,250.00 | - |
| Office Supplies | - | - | 200.00 | - |
| Operating Supplies | - | - | - | - |
| Insurance | - | - | 650.00 | - |
| Total Community Development | \$ 647.50 | \$ 696.50 | \$ 52,900.00 | 1.32 |
| Total Expenditures | \$ 647.50 | \$ 696.50 | \$ 52,900.00 | 1.32 |
| Net Revenues/(Expenditures) | \$ (647.50) | \$ 47,279.50 | \$ - | |

City of Baraboo
BID - Pocket Park Fund 392
Balance Sheets
March 31, 2019 and December 31, 2018

| Assets: | March 31, 2019 | December 31, 2018 |
|--|---------------------------|---------------------------|
| Current Assets: | | |
| Cash | \$ 1,942.17 | \$ 1,942.17 |
| Total Current Assets | <u>1,942.17</u> | <u>1,942.17</u> |
| Total Assets | <u><u>\$ 1,942.17</u></u> | <u><u>\$ 1,942.17</u></u> |
| Liabilities and Fund Equity: | | |
| Liabilities: | | |
| Accounts Payable | \$ - | \$ - |
| Total Liabilities | <u>-</u> | <u>-</u> |
| Fund Equity: | | |
| Fund Balance | 1,942.17 | 2,064.54 |
| Net Revenues/(Expenditures) | - | (122.37) |
| Total Fund Equity | <u>1,942.17</u> | <u>1,942.17</u> |
| Total Liabilities and Fund Equity | <u><u>\$ 1,942.17</u></u> | <u><u>\$ 1,942.17</u></u> |

City of Baraboo
BID - Pocket Park Fund 392
Income Statement with Comparison to Budget
For The Three Months Ending March 31, 2019

| Revenues: | Current Month | Year to Date | Budget | Percentage of Budget |
|------------------------------------|----------------------|---------------------|---------------|---------------------------------|
| Interest on Investments | \$ - | \$ - | \$ - | - |
| Donations and Contributions | - | - | - | - |
| Transfer from BID | - | - | - | - |
| Fund Balance Applied | - | - | - | - |
| Total Revenues | \$ - | \$ - | \$ - | - |
| Expenditures: | | | | |
| Community Development | | | | |
| Operating Expense | \$ - | \$ - | \$ - | - |
| Land or Land Improvements | - | - | - | - |
| Facilities Improvements | - | - | - | - |
| Total Community Development | \$ - | \$ - | \$ - | - |
| Total Expenditures | \$ - | \$ - | \$ - | - |
| Net Revenues/(Expenditures) | \$ - | \$ - | \$ - | |